

## Summary

The Lewis and Clark Design Guidelines cover the design of outdoor interpretive exhibits, signs, and other elements that will be constructed in Washington State in anticipation of the Lewis and Clark Bicentennial Commemoration (2003 - 2006). Because of the importance of the Lewis and Clark Expedition and the potential for associated educational and tourism opportunities, a consortium of state agencies have created these guidelines. The guidelines will be used by these agencies, and are encouraged to be used by all others to provide continuity and increase the opportunities for resources and funding.

For those unfamiliar with the process of creating outdoor exhibits or who want to review the steps involved, refer to Section II, “How to Create Interpretive Exhibits — The Process.” Section II covers the four main steps including:

**1) Getting Started**, which involves reviewing the Design Guidelines, the *Lewis and Clark Interpretive and Tourism Plan*, and brainstorming.

**2) Planning**, which includes determining goals, themes, the audience, parameters, resources, and the site. Other considerations during planning include the story of the Lewis and Clark Expedition, the site context and ownership, and the availability of resources.

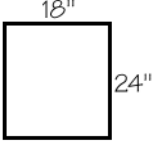

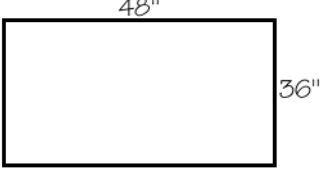

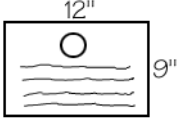
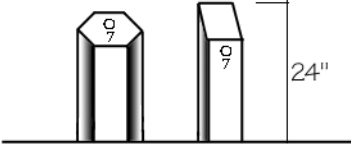
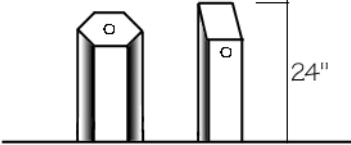
**3) Design Process**, which addresses the design team and the agencies and resources needed to meet schedules and to ensure accuracy and consistency.

**4) Implementation**, which covers completing the final review and getting permits, then fabricating, constructing, and installing.

The Design Guidelines are based on Washington’s story of the Lewis and Clark Expedition described in Section III. The imagery, regional context, and suggested interpretive topics capture the spirit of exploration that was part of the Lewis and Clark Expedition as they travelled through what is now known as Washington. This draws upon a mix of recognizable elements, some continuous and some unique. Continuity will be established through visual and thematic cues derived from elements and impressions of early 1800s frontier exploration, the Corps of Discovery, trade, the “Age of Enlightenment”, and traveling the Snake and Columbia Rivers. Regional characteristics will be derived from the distinct natural environments and native cultures encountered by Lewis and Clark in Southeastern Washington, the Columbia River Gorge, and Southwestern Washington.

The link between present day visitors and the Lewis and Clark Expedition will be made through interpretation which is discussed in Section IV, “Interpretive Guidelines.” The interpretive theme, told through strong interpretive graphics and minimal text, is one key to a successful outdoor exhibit. The exhibit must also fit within the site’s physical and historic context by having a direct relationship to the Lewis and Clark story.

Each site will be part of a larger network of interpretation along the Lewis and Clark Trail. In addition to interpretive exhibits, there will be orientation panels and signage to direct visitors, and other elements constructed to commemorate the Lewis and Clark Bicentennial. Guidelines for this network of improvements, as well as bases, stands, and kiosks, are provided in Section V, “Outdoor Exhibits, Markers, and Other Elements”. The following matrix summarizes the major elements envisioned for interpreting and commemorating the Lewis and Clark Expedition in Washington.

TYPE:	USE:	MOUNTING:
<p><b>OUTDOOR EXHIBITS</b></p>  <p>18" 24"</p> <p>DETAILED INTERPRETIVE PANEL</p>  <p>36" 24"</p> <p>STANDARD INTERPRETIVE PANEL</p>  <p>48" 36"</p> <p>ORIENTATION PANEL</p>	<p>For most detailed interpretation on specific subjects</p> <p>For thematic interpretation on major subjects</p> <p>For orientation displays (or major interpretation)</p>	<p>Low profile base or stand</p> <p>Low profile base or stand</p> <p>Upright on kiosk, base or stand</p>
<p><b>OTHER ELEMENTS</b></p>  <p>4"</p> <p>WASHINGTON STATE LEWIS AND CLARK EXPEDITION BICENTENNIAL SMALL PLAQUE</p>  <p>12" 9"</p> <p>WASHINGTON STATE LEWIS AND CLARK EXPEDITION BICENTENNIAL LARGE PLAQUE</p>  <p>9 7 24"</p> <p>TRAIL MARKER/MILEPOST</p>  <p>9 7 24"</p> <p>SITE MARKER</p>	<p>For marking elements built specifically for the Lewis and Clark Bicentennial in Washington</p> <p>For marking and commemorating special elements and memorials in Washington</p> <p>For marking Lewis and Clark interpretive trails in Washington</p> <p>For marking minor sites and viewpoints on Lewis and Clark interpretive trails in Washington</p>	<p>Securely adhered to base structure by bolting or epoxy</p> <p>Securely adhered to base structure by bolting or epoxy</p> <p>Securely adhere Lewis and Clark Bicentennial small plaque and number by bolting or epoxy</p> <p>Securely adhere Lewis and Clark Bicentennial small plaque and number by bolting or epoxy</p>

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## Summary of Washington's Lewis and Clark Story

In the Autumn of 1805, after crossing the Lolo Trail through the Bitterroot



*Corps of Discovery Compass*

Mountains of present day Idaho, the Corps of Discovery, led by Meriwether Lewis and William Clark, descended into Nez Perce homelands. The party was weak and exhausted from near starvation. The Nez Perce let them recuperate in their villages and provided them with salmon and camas roots. Not accustomed to this new diet, the party became extremely ill. Fearing the oncoming winter, they needed to get to the Pacific Ocean as quickly as possible. Now fighting sickness, they mustered some energy to cut down large trees for canoes, but had little strength to carve them out. The Nez Perce showed them another method—burning out the logs with hot stones. By early October, the Corps had five canoes and had acquired enough supplies through trading to begin the final leg of their journey to their ultimate goal, the Pacific Ocean. Intimately tied to the native cultures and environment, the descent from the Clearwater down the Snake and Columbia rivers to the ocean is the story of Lewis and Clark in Washington.

The Lewis and Clark Expedition is perhaps the most important historical story of our time. It embodies the notions of vision, leadership, teamwork, and friendship set on

the theme of exploration and a quest for knowing and understanding. From the native plants and animals to native cultures and the landscape, the essence of learning embodied in the concept of exploration will be the key to Lewis and Clark interpretation in Washington State.

The Lewis and Clark Design Guidelines begin a process of bringing the lessons of the Lewis and Clark Expedition to the traveling public of Washington, citizens and visitors alike, through the installation of a new generation of outdoor interpretive exhibits and orientation signage. The exhibits will help travelers discover, as the Corps of Discovery did almost 200 years ago, the rich diversity of nature and culture that we have in Washington. Many important aspects of the Washington segment of the Lewis and Clark National Historic Trail will be interpreted, such as:

- The saving encounter with the Nez Perce;
- The emergence for the Corps of Discovery into the world of “known geography” upon reaching the Columbia River and sighting the conical mountains;
- The drama of the Snake and Columbia river passages through dangerous falls and rapids;
- The harrowing last days of trying to reach the Pacific Ocean in the face of raging, gale-force winds, rains, and waves;
- The ultimate success of establishing a “station” or terminal camp on the Washington side of the river in November of 1805, from where members of the Corps of Discovery first crossed Cape Disappointment and reached the shores of the Pacific Ocean. Station Camp was also the site of an original moment in the history of the American West, where democratic participation in the form of a “vote” by the entire expedition took place to determine the location for winter encampment.

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Travelers will discover through interpretation that like Lewis and Clark, the places, events, native people, and wildlife embody not only historical significance, but also universally powerful themes.

## Statement of Purpose

In anticipation of the 200th anniversary of the Corps of Discovery's expedition to the Pacific Coast led by Captains Meriwether Lewis and William Clark, a consortium of Washington State agencies has teamed to create the *Lewis and Clark Interpretive and Tourism Plan* based upon a rigorous public involvement effort. This document, the Design Guidelines, is a component of the Plan. The purpose of the Design Guidelines is to:

- Provide the foundation for establishing a consistent Lewis and Clark Trail orientation and interpretive network across the State of Washington.
- Strive for national continuity with the Lewis and Clark National Historic Trail by drawing upon the National Historic Trail Design Guidelines established by the National Park Service.
- Act as a catalyst for conveying the unique environmental and cultural characteristics of Washington to travelers through the "lens" of the story of the Lewis and Clark Expedition.
- Provide information to ensure accuracy and quality of interpretation and orientation within Washington State.
- Promote the educational value of the history of the Lewis and Clark Expedition through orientation signage and outdoor interpretive exhibits. Interpretation along the trail will provide a "field school" to complement the wide range of other educational programming that will occur



*Public Meeting for Lewis and Clark Interpretive and Tourism Planning*

before, during, and after the Lewis and Clark Bicentennial (2003 to 2006).

- Promote long-term educational and tourism development along the trail through formal and informal cultural tourism opportunities.

## Agency Advisory Team

The consortium of Washington State agencies formed an Agency Advisory Team (AAT) to lead the development of the Design Guidelines. The AAT includes representatives from the:

- Washington State Historical Society
- Washington State Parks and Recreation Commission
- Washington State Department of Fish and Wildlife
- Washington State Department of Community Trade and Economic Development, Tourism Office
- Washington State Department of Transportation

These agencies have collaborated to provide input, guidance, and review during the process of developing the Design Guidelines.

The project is being funded through state funds allocated by the state legislature, as



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well as a federal scenic byway grant and additional state matching funds.

## What do these Guidelines Address?

This document provides information on the design of outdoor exhibits, orientation signage, and other related elements intended for the Lewis and Clark National Historic Trail within the State of Washington. For those unfamiliar with design and construction, an overview of the process is included in Section II, “How to Create Interpretive Exhibits — The Process.” Section III, “Washington’s Lewis and Clark Story,” describes the inspirational elements that were drawn from to develop Section IV, “Interpretive Guidelines”. Section V, “Outdoor Exhibits, Markers, and Other Elements” provides guidelines for design of outdoor exhibits including interpretive and orientation panels that will interpret the story of the Corps of Discovery through the State of Washington and orient



*Lewis and Clark National Historic Trail Sign*

visitors to important Lewis and Clark Expedition sites.

Design guidelines for Lewis and Clark Trail Highway signage includes a series of signs to help direct visitors:

- Trailblazer Logo Signs mark the Lewis and Clark Trail Highways throughout all states along the trail.
- Lewis and Clark National Historic Trail Signs mark turnoffs from highways to specific official historic sites along the trail designated by the National Park Service.
- Supplemental Guide Signs direct travelers along the Lewis and Clark Trail Highways to major turnoffs and connections.
- Gateway Signs mark entry to the Lewis and Clark Trail Highway system at major entry points.

In addition, there are guidelines for other related elements such as trail markers, site markers, and monuments.

## Who Should Use These Guidelines?

These guidelines are intended to help any person, group, or agency that is interested in telling the story of the Lewis and Clark Expedition in Washington through outdoor interpretation, and/or anyone who wants to orient visitors as they travel along the Lewis and Clark Trail. Guidelines are provided for the construction of new or the renovation of existing interpretive and orientation exhibits and signage. For Lewis and Clark Expedition interpretive improvements on public lands owned by Washington State or within the rights-of-way of state highways, these guidelines will be followed. For all others, following the guidelines is strongly encouraged.

## Why Follow These Guidelines?

Washington and the rest of the country are gearing up for the Bicentennial of the Lewis and Clark Expedition, which will officially start in 2003. The guidelines will help guide and focus the design of interpretive and orientation exhibits that will be needed for visitors and events associated with the

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Lewis and Clark Bicentennial era and beyond. Commemoration events will cover the time of the 200th anniversary of the Expedition, but the interpretive and orientation improvements will be a legacy for future generations. By following the guidelines, this legacy of exhibits can ensure a powerful interpretive continuity throughout the state and will likely increase funding and resource opportunities by demonstrating a link to a larger program.

## Continuity

These guidelines will help create a sense of continuity for interpretive and orientation improvements within Washington and beyond. Continuity with other states along the Lewis and Clark Trail will also be enhanced because these guidelines draw, in part, from the National Historic Trail guidelines prepared by the National Park Service. Continuity can be achieved through similarity rather than duplication. Visually linking similar, easily recognizable elements will give travellers a clear indication that a specific site is a Lewis and Clark Expedition interpretive site and part of a larger interpretive network. This will be a continuous system, even though the details of the site and its interpretation will be unique to that site.

Continuity is important for the following reasons:

- By creating a continuous network of interpretation, Washington's story of the Lewis and Clark Expedition can be fully explored with important themes being reinforced from one site to another. The richness of this story can be more fully interpreted by linking stories and themes between sites.
- With each interpretive site being both part of the larger Lewis and Clark story, and also unique, visitors will be encouraged to continue the journey to visit other sites,

centers, and trails to understand all significant aspects of the Lewis and Clark Expedition history.

- A continuous educational opportunity across the state will reinforce the awareness, interest, and popularity in the story of the Lewis and Clark Expedition.



*One of the Older "Reader Board" style signs along the Lewis and Clark Trail in Washington*

## Funding and Resource Opportunities

Using these guidelines to create a continuous system of interpretive and orientation exhibits that are part of a statewide and national effort to commemorate the bicentennial of the Lewis and Clark Expedition, will likely increase the availability of resources and the potential for funding.

- Grants and other funding opportunities are more likely supported when linked to and part of larger efforts. Because commemorating Lewis and Clark Expedition heritage is a significant statewide effort in alignment with national efforts, there appears to be greater potential for funding when part of a larger scheme.
- As the Lewis and Clark Bicentennial Commemoration date approaches, some resource incentives may be linked to projects that are consistent and compatible with the statewide planning effort.

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- There is a great potential for a sharing of resources between various Lewis and Clark organizations. A coordinated effort could significantly increase the success and decrease the cost of an interpretive project.
- There is a high potential for crossover into other media, as well as the other Lewis and Clark Bicentennial focus areas, such as events and education, in order to tap into more resources. This cross fertilization of funding and resources should increase as the bicentennial approaches.
- Don't reinvent the wheel. By using these guidelines, the effort, cost, and time of creating a new interpretive exhibit will be lessened. It will be quicker and easier than starting from scratch. Fabrication will be less expensive if coordinated for quantity discounts.